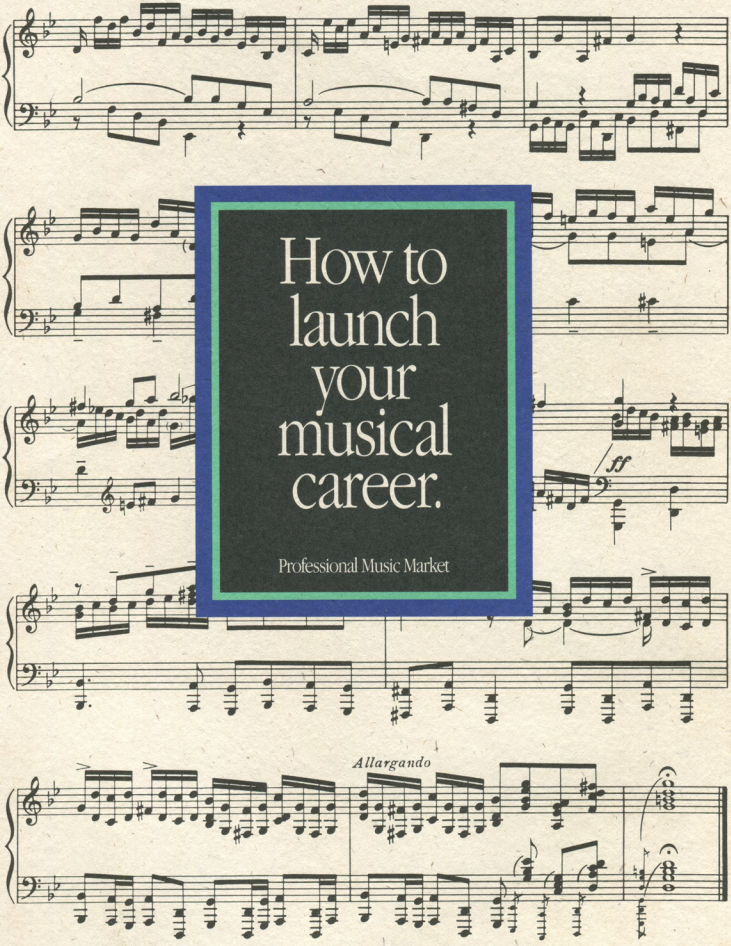
How to launch your musical career.
Professional Music Market
ff
Allargando

March 30, 1988

Dear Authorized Apple Dealer:

Congratulations on your decision to become a partner in Apple's exciting Professional Music Market.

Enclosed is your Professional Music Demonstration Kit, containing the equipment and merchandising materials you'll need to set up the Macintosh music demonstration station in your store.

This kit consists of three boxes, containing:

Box 1: 1 Ensoniq ESQ-1 Synthesizer Keyboard
Box 2: 1 Pair Bose ProRoommate Speakers
Box 3: 1 Apple MIDI Interface
1 Pair RCA-to-1/4" phone plug adaptors

1 Selling Guide Folder
- 1 Selling Guide Brochure
- 1 Materials Reorder Information Sheet
- 1 Set Ad Slicks and Local Store Marketing Ideas
- National Media Schedules for Q2 and Q3
- 1 Set Software Demo Scripts

Software Products
- 1 Sound Designer
- 1 ESQ-1 Editor/Librarian
- 1 Master Tracks Jr.

Point of Sale Materials
- 2 Counter Cards
- 100 Brochures (4 packages of 25)
- 25 Coupon Books
- 50 MIDI Data Sheets
- 4 Software Catalogs
- 3 VHS Videos (approx. 33 minutes)

PLEASE NOTE: You will receive 1 copy of the following items under separate cover no later than April 30, 1988:

Software Products: Performer, Professional Composer
Other: VHS video (approx. 7 minutes)

You may use the demonstration station and the point-of-sale materials in your store to highlight the Macintosh® as the computer of choice among professional and amateur musicians alike.

The enclosed form outlines the ordering procedure for certain point-of-sale materials.

Good selling!

Apple Computer, Inc.

Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010
TLX 171-576

MATERIALS AVAILABLE FOR REORDER

Please remember to include your name and complete mailing address with all orders. For each item, please indicate the number of packs you wish to order.

The following materials are available to you at no charge while supplies last. Reorder by sending an AppleLink® request to FIELDCOM.REQ.

Item	Order #
Professional Music Counter Card	N/A
Professional Music Brochure [25/Pack]	M6355
Coupon Book [25/Pack]	M6360
Music Software Catalog [4/Pack]	N/A
Professional Music Advertising Slicks	N/A

The following item may be purchased from the Apple® Confidential Price List:

Apple MIDI Data Sheet [25/Pack]	M3035

Video

Additional copies of the long version of the music video will be available for purchase in the near future. Ordering details will be included in the supplemental package you will receive by April 30.

APPLE COMPUTER
HOME SEGMENT
MUSIC MEDIA RECOMMENDATION
Q2 FISCAL YEAR 1988

BBDO

	Q2 FY 1988													
	January				February						March			
Media Vehicle	28	4	11	18	25	1	8	15	22	29	7	14	21	
Keyboard										■	■	■	■	
Electronic Musician										■	■	■	■	
Musician										■	■	■	■	
Music Computers & Software										■	■	■	■	
Music Technology										■	■	■	■	
Rolling Stone													■	

■ "Ultimate Keyboard"
S4CB

Date: March 3, 1988

Note: Rolling Stone 3/26 regional issue: California, New York City and Chicago edition

APPLE COMPUTER
HOME SEGMENT
MUSIC MEDIA RECOMMENDATION
Q3 FISCAL YEAR 1988

BBDO

	Q3 FY 1988													
	April				May					June				
Media Vehicle	28	4	11	18	25	2	9	16	23	30	6	13	20	
Keyboard	▨	▨	▨	▨						▨	▨	▨	▨	
Electronic Musician	▨	▨	▨	▨						▨	▨	▨	▨	
Musician	▨	▨	▨	▨						▨	▨	▨	▨	
Music Comp. & Soft.	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨	
Music Technology	▨	▨	▨	▨						▨	▨	▨	▨	
Keyboard World										▨	▨	▨	▨	

▨ "Ultimate KeyBoard" S4CB

Date: March 3, 1988

April, 1988

Dear authorized Apple Dealer:

Enclosed are local store marketing and ad slick materials to assist you in promoting the Macintosh Plus and the Apple MIDI Interface to your professional musician customers.

You'll find:

- One generic MIDI ad slick.
- Two Ad Slicks to support two of the Local Store Marketing Events.
- Several additional Local Store Marketing Ideas for you to implement at your discretion.
- Cut and Paste Product Artwork of the Macintosh Plus configured with musical accessories and alone.
- Optional Headlines and Snipes for further customization.
- Cut and Paste Home Educational Software boxes in halftone with captions.
- Cut and Paste music oriented and Desktop Publishing output.

Apple Computer's involvement in the Music arena is an exciting one. Use these ad slicks and the Local Store Marketing ideas to drive traffic into your store and support your Professional Musician Market efforts within your marketplace.

Good luck selling,

Apple Computer, Inc.

Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010
TLX 171-576

Macintosh Brings Out the Power of Your Performance.

There's no question that the Macintosh® personal computer has become one of the hottest keyboards in the world today.

And for good reason: all kinds of musicians are discovering that using a Macintosh doesn't require any kind of genius. It just brings out whatever genius is within.

After all, Macintosh easily runs the most advanced music software available. Programs for sequencing, composing, customizing and storing sounds by the diskful.

Not to mention a full range of programs for more businesslike undertakings. Plus, with the expansion capabilities of the Macintosh, you can expand your musical dimensions.

So next time you find yourself thinking about electronic pianos, synthesizers, drum machines and assorted MIDI paraphernalia, think seriously about connecting it all to a Macintosh.

It could very easily give you the performance of your life.

(DEALER NAME)

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Authorized Dealer

Macintosh Plus: Demos By Appointment Directions

Use the *Compose Yourself* Ad Slick to support this event.

Target Market: Professional or Amateur Musicians

Objectives:
•Create an event around special appointment demonstrations. Generate interest within your marketplace for Macintosh and music. Highlight sequencing and music notation, as these are the 2 most popular music application areas.

Description:
Create a small event around demonstrations to your professional market. The actual event itself is the demonstration but you can add that more personal touch and reduce feelings of timidness from your audience by setting them up in appointment format.

Implementation:
Do some tracking to find area musicians in your town. Get a good mix of both professional musicians and amateur musicians. You can also put out feelers to track down business people in your community who have a real love for music.

Bring the whole group of musicians together for an overall demo of the Macintosh and Apple MIDI Interface system. This way you'll be bringing a large and attentive audience into your store. Give a demo and have some of the musicians prepared to give demos themselves. Be sure that you have sales people on hand who are knowledgeable about those applications that you will be highlighting.

Ask your attendees to bring an original composition with them and then show the audience of professional musicians how easy it is to do on a Macintosh, with the MIDI system.

Be sure to have plenty of sales people on hand to handle any questions from the crowd. You may also want to enlist the services of a music store who is known for their role in the MIDI market.

Serve refreshments and have literature available for people to take as they leave. Ask your attendees who have come together for the evenings musical overview to sign up for their more personal and more detailed demonstrations at a later date.

Advertising:
Use your local and/or suburban newspaper; pass out flyers at local schools. Check with an area Music Store and see what possibilities there are for a co-promotion or even trading the Music Store's installed base mailing list for your's.

Compose Yourself.

Call for your special appointment.

The next time you think about composing a song, think seriously about composing it on a Macintosh® personal computer.

In fact, bring us a tune you've already written, and we'll show you why.

We'll use your composition to demonstrate the remarkable capabilities of Macintosh, with today's most advanced music software. Programs that let you write, edit and even print your scores—all more quickly, legibly *and* creatively than you ever thought possible.

And because the Macintosh is so expandable, we'll also show you how easy it is to connect MIDI instruments (keyboards, synthesizers and drum machines) and assorted MIDI paraphernalia to the Macintosh.

Then, with your song in hand, we'll put on a performance you won't soon forget.

So when we say that "we'll play your song," we mean it quite literally. Join us for your special appointment. But don't be surprised. It just may be the best song you've ever heard.

(DEALER NAME)

Authorized Dealer

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8803-085B

Macintosh Plus: Seminar-Music Fair Directions

Use the *Current Release* Ad Slick to support this event.

Target Market: Professional and Amateur Musicians

Objectives:
•Provide education in the form of a Seminar or a Music Fair for professional and amateur musicians to generate their awareness and interest in Macintosh as a business tool for musicians.

Description:
A Seminar or a Music Fair to educate and demonstrate in a concert-like performance to your professional and amateur musician audience about the Macintosh as a business tool for musicians. Preferably an evening event, like the Demonstrations By Appointment idea, however, gear this one more to those musicians who might not have much of a background about the Macintosh in the music market.

Implementation:
Bring in guest speakers from local bands and professors from area colleges. Have some musicians on hand who currently use the Macintosh as both a musical aid and a business aid. These people will be able to provide "straight from the horse's mouth" experience about their business and their situations surrounding the Macintosh. They will also be able to perform their compositions with the Macintosh, necessary peripherals, and software and help to "show" the audience the sounds and the ease with which they can incorporate a Macintosh into their music.

Set up several demo areas that are geared to both the business applications that a professional musician might need to access and also the musical applications. Like word processing, spreadsheets or database. And sequencing, music notation and publishing. Have Macintosh output available so that the musicians can review it at their own pace.

Start out the Music Fair or Seminar with an overview about Macintosh, the product. Remember, you'll want to have plenty of hand-outs available for your audience to take with them. Have an agenda prepared. You'll want to make sure your sales staff knows what the next step of the evening will be. You may even want to have the Seminar or Music Fair in two parts. One night covering the "basic" information and the following evening more specifically exploring the music applications. Or even, the first night have the musicians learn/practice on the Macintosh systems and the next night they could put on a performance.

Advertising:
Use your local and/or suburban newspaper. Check with an area Music Store and see what possibilities there are for a co-promotion or even trading the Music Store's installed base mailing list for your's. Also, have flyers available for grabs, at music schools.

Our Current Release.

Join us (date, time, location)

Never before has a trip to the computer store held such promise. A promise to show you an exciting thing or two about today's most exciting kind of music: Music that's composed and performed with the aid of an Apple® Macintosh®, an Apple MIDI interface and a variety of MIDI-compatible keyboards, synthesizers, drum machines and more.

But you'll not only hear the spectacular sounds of this amazing group, you'll also learn how it's all accomplished.

We'll show you—right on the computer—how Macintosh easily runs today's most advanced music software. Programs for sequencing, full editing, composing, customizing and storing sounds by the diskful.

And because the Macintosh is so expandable, we'll also show you how simple it is to connect MIDI instruments and paraphernalia to a Macintosh. As well as just how fast and simple it is to learn to use the Macintosh itself.

If it all sounds too good to be true, join us at our Music Fair and you'll see and hear for yourself. Who knows? This little trip to the computer store just may promise the performance of your life.

(DEALER NAME)

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Authorized Dealer

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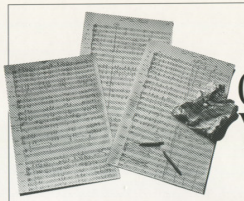

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8803-085D

Our Current Release.

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If it all sounds too good to be true, join us at our Music Fair and you'll see and hear for yourself. Who knows? This little trip to the computer store just may promise the performance of your life.

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8803-085E

Macintosh Plus and Apple MIDI Local Store Marketing Event

Special College Concert/Music Fair

Target Market: Young professionals & Music educators

Objective:
Build traffic in-store by promoting the Macintosh and MIDI to professional musicians and college students whose emphasis in studies is music. Create a more broad based awareness by having a "lunch" performance at a local community college.

Implementation:
Set up a demo area(s) in a local college music auditorium. You may even want to check into a co-promotion with the college radio station or a local radio station that is popular with the students. Have a live performance using local musicians, scheduled at a predesignated time. Or, have a performance during the lunch hour outside in a steadily traveled route. Keep the attention of your audience geared to the Macintosh and not only the music capabilities but general productivity, too.

Students and teachers should have ample time to ask questions and to try the system themselves before and after the demonstration/concert.

You may want to include the music department for their participation, to add credibility and man-power to the event.

Note: In this case, allow any computer-savvy educators to perform, or even give a brief talk, as part of your demonstration/concert.

You may even consider handing out student discount coupons during the event.

Target Advertising:
- Local college newspaper
- Flyers to Music departments and around school
- Radio

Macintosh and Apple MIDI Local Store Marketing Ideas

Radio "Song" Contest*

Target Market: Professional and Amateur Musicians

Objectives:
Generate interest in the professional market by keeping the MIDI and Macintosh Plus solution and applications in the forefront. Create broad awareness among the general consumer audience.

Description:
This has great appeal as an awareness building promotion because your professional musicians will learn about the capabilities of computers and music as well as the benefits of the Macintosh as their computer-of-choice for their business needs.

Implementation:
Contact a radio station-of-choice (preferably an Album Oriented Rock-AOR-, New Age or other contemporary format stations). Negotiate a promotion where you provide a Macintosh Plus and an Apple MIDI Interface system as a prize in exchange for on-air mentions during the promotional period. Write a short introduction about the Macintosh Plus and music for the dee jays and have them read it before the contestants sing their song. This will help to educate people about the Macintosh, MIDI and Music.

Hold a "Band Contest." Invite local musicians to send in tapes of their original compositions. Play the songs on the air and have the finalists selected by listener calls.

Have the final competition for the best song at your store. Be sure to work information about the Macintosh Plus, music and business into your program the day of the "Band Contest." This way your finalists and audience will continue to be excited about the Macintosh Plus.

Remind everyone who calls in to show up at your store the day of the contest for a "Band Contest," where you have other area musicians on hand, college music students, college music teachers and other music enthusiasts displaying their skills.

Have other professional, non competing musicians, as judges, members of your city's orchestra, news media and more.

Have the contest finalists compete to win a Macintosh Plus and an Apple MIDI Interface system of their choice or even the cost to cover making a record demo. Ask them to perform the musical arrangement of their choice (you may want to set time limitations). You'll want to have plenty of sales people on hand, also, to give demos on the Macintosh and guide those participants not as familiar with the musical applications of the computers.

**This is a suggestion only and Apple Computer, Inc. disclaims all responsibility for such promotional contests. Certain state, local, and federal laws may regulate the operation of promotional contests. Each dealer is soley responsible for insuring that its contest compiles with all applicable laws.*

Professional Market
Alternate Headlines

We're Playing Your Song. With The Macintosh Plus.

We're Playing Your Song.
With The Macintosh Plus.

Macintosh. The Business Computer For People Whose Business is Music.

Macintosh.
The Business Computer For
People Whose Business is Music.

Compose Yourself.

Compose Yourself.

Professional Market
Alternate Headlines

Music With Macintosh.

Music With Macintosh.

Macintosh® Plus

Macintosh® Plus

Come See The Macintosh®.
The Business Computer for
People Whose Business is Music.

Come See The Macintosh®.
The Business Computer for
People Whose Business is Music.

Macintosh® Plus

Macintosh® Plus Macintosh® Plus

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Macintosh® Plus

Macintosh® Plus

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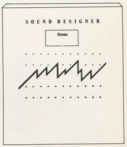
8803-085G

Professional Market
Cut and Paste

Your Macintosh Plus and Professional Performer for sequencing will allow you to record as many MIDI tracks as you need.



With Sound Designer you can look at sampled sounds in graphic form, then turn them into exactly what you had in mind.

Professional Composer lets you write music like few musicians have written before. Legibly.

Sound Editor/Librarian programs from Opcode Systems for customizing and storing sounds by the dickful—for almost every major brand of synthesizer on the market.

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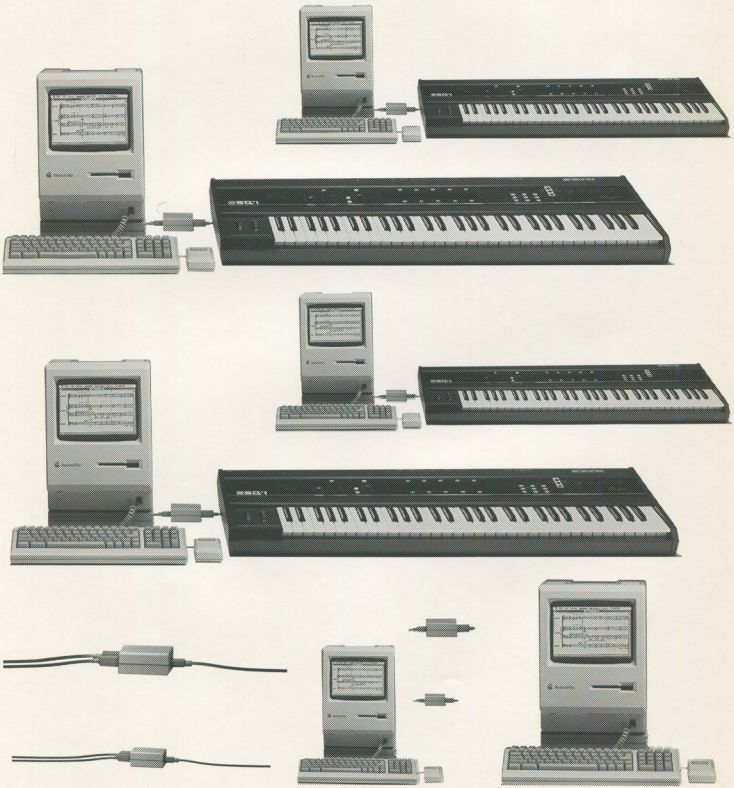
Professional Market
Product Art



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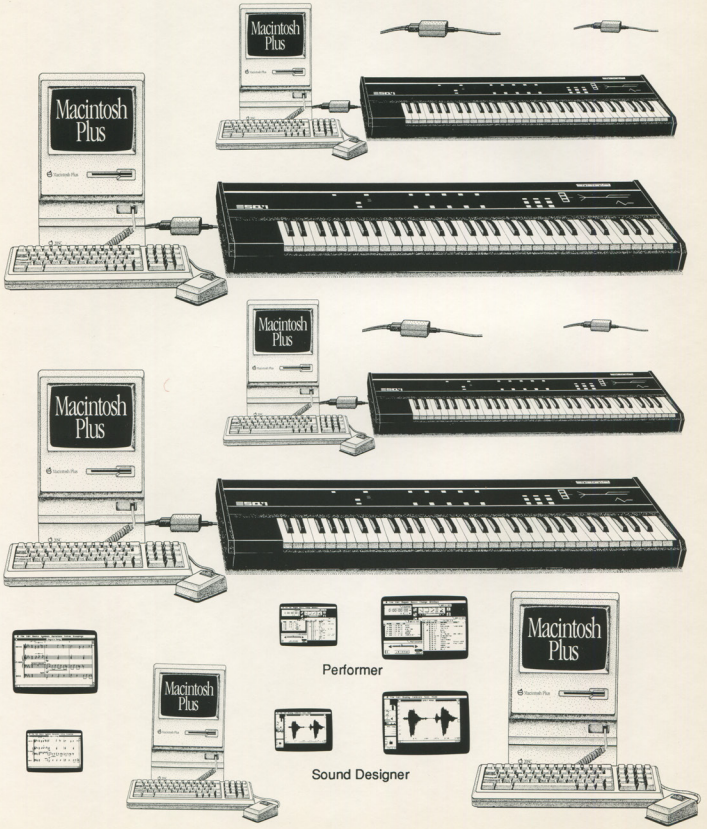
Professional Market
Line Art



8803-085J

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